

FALL CATALOG - FULFILLMENT SHEET as of 3/16											
ITEM	ITEM PRICE	REQUIRED UPC'S	revised EST. REDEMPTION %	EST. REDEMPTION #	ORIGINAL ORDER	ON-REORDER AMOUNT	CONSUMER REQUESTS	CURRENT REDEMPTION	QUANTITY AVAILABLE	total cost est. redempt * cc	% of revised estimate
Camera	\$44.95	200	2.96%	39418	5000	6320	5,925	0.47%	5,395	1,771,858.81	15.03%
Stereo	20.90	150	2.23%	29697	3000	6322	4,375	0.35%	4,947	620,667.28	14.73%
Jacket - L	27.00	150	1.31%	17445	2000	3000	2,920	0.23%	2,080	471,023.70	16.74%
Jacket - XL	27.00	150	1.12%	14915	2000	3000	2,774	0.22%	2,226	402,707.29	18.60%
Bath Robe	26.00	150	1.55%	20641	3250	5400	2,957	0.24%	5,693	536,676.71	14.33%
Watch - Men's	7.00	75	2.13%	28365	3500	4500	5,169	0.41%	2,831	198,557.07	18.22%
Watch - Women's	7.00	75	2.23%	29697	5000	3000	4,761	0.38%	3,239	207,878.99	16.03%
Golf Shirt - L	12.15	70	0.21%	2797	1625		426	0.03%	1,199	33,978.43	15.23%
Golf Shirt - XL	12.15	70	0.32%	4261	1625		535	0.04%	1,090	51,776.65	12.55%
Blanket	7.00	65	1.45%	19310	5000	3000	3,332	0.27%	4,668	135,167.96	17.26%
Chef Set	6.15	35	2.00%	26634	5000		1,654	0.13%	3,346	163,799.59	6.21%
T-Shirt - L	3.00	15	0.70%	9322	3528		1,608	0.13%	1,920	27,965.78	17.25%
T-Shirt - XL	3.00	15	0.95%	12651	3500		2,356	0.19%	1,144	37,953.56	18.62%
				255154	total # of orders		38,792		total cost	4,660,011.83	15.20%
				19.16%	overall redemption			3.10%			16.20%
UNPROCESSED ORDERS											% of program
number of orders processed			21426								
Number of orders to be processed:			7071								39.58%
Ave # of items/order			1.81								
est. # of items to be procesed			12802								
new overall redemption (estimated)			4.13%								